

Message Text

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PAGE 01 TOKYO 09625 300600Z
ACTION EA-12

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-08 INR-10 LAB-04
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FM AMEMBASSY TOKYO
TO SECSTATE WASHDC IMMEDIATE 8295
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UNCLAS TOKYO 09625

EO 11652: NA
TAGS: BEXP, JA
SUBJECT: ANNOUNCEMENT OF RELOCATION OF U.S. TRADE CENTER

1. FOLLOWING IS THE TEXT OF A PRESS RELEASE ANNOUNCING
USG DECISION TO MOVE TRADE CENTER TO THE WORLD IMPORT
MART AT Ikebukuro. PRESS RELEASE WILL BE RELEASED BY
AMBASSADOR AT 10:30 A.M. MAY 31:

- I AM HAPPY TO ANNOUNCE TODAY THAT THE UNITED STATES
TRADE CENTER WILL LATER THIS YEAR MOVE TO NEW QUARTERS
IN THE WORLD IMPORT MART AT SUNCHINE CITY IN Ikebukuro.
THIS RELOCATION IS BEING UNDERTAKEN AS ONE ELEMENT IN MY
GOVERNMENT'S EFFORTS TO PROMOTE INCREASED SALES OF
AMERICAN PRODUCTS HERE IN JAPAN AND HELP TO REDUCE THE
TRADE IMBALANCE BETWEEN OUR TWO COUNTRIES. THE RELOCATION
WILL BE CARRIED OUT WITH THE ASSISTANCE OF THE MANU-
FACTURED IMPORTS PROMOTION ORGANIZATION, AND I AM EXTREME-
LY PLEASED TO NOTE THAT WE HAVE BEEN PROMISED THE FULL
COOPERATION AND SUPPORT FOR OUR ACTIVITIES BY A NUMBER
OF JAPANESE ORGANIZATIONS FROM BOTH THE PRIVATE AND
PUBLIC SECTORS. THIS DECISION IS ANOTHER INDICATION THAT
OUR TWO GOVERNMENTS ARE WORKING TOGETHER CLOSELY TO
INCREASE IMPORTS INTO JAPAN.

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- THE WORLD IMPORT MART IS BEING BUILT TO SERVE AS AN
IMPORT PROMOTION CENTER, HOUSING AN INTERNATIONAL BUSINESS
INFORMATION CENTER, REPRESENTATIVES OF FOREIGN GOVERN-
MENTS AND EXPORT PROMOTION ORGANIZATIONS, AND AN INTER-
NATIONAL SHOPPING CENTER. I AM CERTAIN THAT THE PRESENCE
THERE OF OUR TRADE CENTER WILL BE MUTUALLY BENEFICIAL

AND WILL SERVE THE NEEDS OF AMERICAN EXPORTERS EVEN
BETTER THAN WE CAN DO AT THE PRESENT SITE.

- THIS MOVE ALSO SHOWS THAT THE AMERICAN GOVERNMENT
WILL CONTINUE ITS EXPORT PROMOTION PROGRAM INTO THE
FUTURE, BECAUSE THE EXPENSE AND EFFORT REQUIRED FOR THE
RELOCATION CAN ONLY BE JUSTIFIED AS A PART OF A CONTI-
NUING LONG RANGE PROGRAM. IT IS OFTEN SAID THAT THE
AMERICANS IN JAPAN FAIL BECAUSE THEY ARE NOT PREPARED
TO DEVELOP AND PURSUE A LONG-TERM PLAN. I CAN ASSURE
YOU THAT THIS IS NOT TRUE AND THAT, AS SHOWN BY THIS
RELOCATION, WE WILL BE DEVOTING OUR RESOURCES OVER THE
YEARS TO COME TO INCREASING OUR EXPORTS TO JAPAN.
MANSFIELD

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NNN

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